

## Division of Professional Affairs

This year the AAPG Division of Professional Affairs' theme is "Culture of Greatness." As I said at the start of my term, this may sound arrogant – but I think it is important to recognize and promote the culture of professionalism and discovery that has provided cheap energy for mankind for more than 100 years.

We have a great council this year and I appreciate the "make-it-happen" attitude. This year we focused on providing education and building web content. We also worked to make sure DPA had a presence in AAPG meetings. DPA President-Elect Mike Canich did a great job coordinating and scheduling DPA activities in Section meetings and in AAPG's annual ACE and ICE.

The annual DPA mid-year meeting was held in Tulsa last fall. The key component of the meeting was a review of our strategic/business plan. Our discussions focused on DPA's culture – leadership, professionalism, ethics, certification, networking, education and communication of best business practices.

As a result the DPA council recommended several new programs for membership. The first is to search out active AAPG members and ask them to join with an invitation from three DPA members. The second program is to attract young professionals to join DPA. Greg Herbertson and Don Burdick are co-chairs for membership, and recently they sent an "invitation to join" letter to eligible YPs. The third program is a reception to be held around the country for DPA members and potential YPs culture – it is called "Pass the Baton." Membership numbers are relatively flat this year at approximately 2,600, so we need support by all members in recruiting.

Another key discussion item this year is how to make DPA more viable outside of the United States. The status of certification was discussed especially how it relates to geoscientist worldwide. The general consensus is DPA needs to brand its business and professional expertise to non-U.S. professionals.

As part of our program to extend our geographic reach we held several AAPG DPA Playmaker programs, guided by Charles Sternbach as chair of DPA forums and meetings. We had a great program in Midland with Mike Party as chair. Almost

300 attendees attended this meeting due to the excellent program. Outside of the United States we held good Playmaker programs in London on March 2 and in Calgary on March 31. The price of oil hit us pretty hard and we had lower than expected turnout on both of the meetings outside the United States; however, those who attended loved the product and we were able to record the Calgary Playmaker for review.

Also in late February we held our annual Reserves Forum in Houston. Eleazar J. Benedetto-Padron and his volunteers worked hard to develop a good program. Registrations were down but we still had 80 attendees present and 26 attended a following class by John Etherington.

This year our education program is primarily focused on the ACE 2015 meeting in Denver. Mark Gallagher and Bob Shoup are co-chairs this year of the DPA Education Committee and they worked with Bob Goolsby in Denver to develop three good programs on ethics, professionalism, and geosteering.

Regarding governmental affairs, the DPA held several discussions through the year about the support and funding of the AAPG Geoscience and Energy Policy Office. There was general consensus that it was good to educate congressional staffs on resource issues but we would like to be more effective and need better communication. We will review our support at ACE 2015.

With the downturn this year, DPA is following several paths to provide support for our members and Young Professionals. We are developing a two-fold strategy: (1) short-term "triage" support, and (2) longer term career management. For short-term support we are developing a toolbox that everyone should prepare in the event of a layoff. The toolbox contains items such as personal contacts, updated resume, and other private information such as agreements. Longer-term support is primarily developing a personal strategy for our careers. We will use the DPA website to distribute much of this information.

Another important program this year is work on our website rebuild. Dianna Phu is the DPA point person on this program and we are told the new website will be finished this summer. At that point we will be better able to serve our members.

In addition we made several recommendations this year on bylaw changes primarily to make DPA certification more compatible in the event

of potential reciprocity with state licensing. Mike Canich and Rick Erickson did most of the work on the bylaws.

It is the "Culture of Greatness" of our collective professions that initiated the resource plays in the past decade. I think this is no accident. I believe it is the "culture" in our profession to be inquisitive, aggressive and searching that led to resource plays and will lead to future discoveries. I want to thank all of the DPA leadership and staff for their resourceful support and work this year. I want to especially thank Val Schulz for her work on Honors and Awards, and Sarah Stanley for all of her work as editor of the *Correlator*. It is a privilege to serve and work with such a group of great geoscientists.

Finally, I end my report with a list of the top 10 reasons to be a member of DPA. I think this list is important to keep in mind as it defines our culture.

**Rick Fritz, President**

## Top 10 Reasons to Be a Member of DPA

10. Professional resources culture – DPA is the largest division with AAPG and has many resources at its disposal including the human resources provided by Divisions Manager Norma Briggs. Norma can help with any information on professional development and governmental affairs.

9. Governmental affairs culture – the AAPG Geoscience and Energy Policy Office was developed and strongly supported by DPA members. It has been successful in developing relationships with Congressmen and education for Congressional professional staffs. The Geoscience and Energy Policy Office also keeps AAPG members informed on government affairs and trends that can impact our business including international applications.

8. Access to professional publications, newsletter, and website. The purpose of the DPA *Correlator* is to provide current information and issues on professional activities for all DPA members. In addition the DPA has published a few key publications in particular the popular *Heritage of the Petroleum Geologist*, which is regularly provided to students and young professionals.

7. Continuing education culture – DPA offers Professional Development Hours (PDHs) through short courses usually held at the AAPG annual meeting or at Section/Region meeting. Examples of DPA short courses are Black Belt Ethics and Geosteering.

6. Conferences culture – DPA is providing new opportunities for professional development in the form of the Playmaker conferences. The primary purpose of Playmaker forums is to bring leaders from industry to present their ideas, successes and even failures in developing new plays. A secondary purpose of Playmaker is to provide training for professionals in prospect generation and presentations.

5. Career development culture – a key purpose of DPA is to provide mentors to help guide professionals in their careers. Support is provided by a community of top professionals with knowledge and opportunities for development. This is a great area for young professionals to plug into DPA.

4. Networking culture – one of the most important aspects of DPA is the opportunity to make and build business contacts. Many DPA members are active explorers and we have a heritage of success in business.

3. Ethics culture – Professional values are an important aspect of DPA certification and it is important for DPA to promote a “gold standard” for ethics within our industry. The DPA offers short courses and online training for ethics.

2. Certification culture – the original purpose of DPA was certification for petroleum professionals. Unlike government certification DPA provides peer certification. This is an important distinction. Whereas government certification is primarily for control

and taxation of professionals, DPA exists to support and promote its members.

1. Leadership! All of the above is about leadership. Since DPA was formed many of AAPG past presidents were DPA members. Many of AAPG’s leadership positions are held by DPA members.

## Energy Minerals Division

The purpose of Energy Mineral Division (EMD) is to advance the science of geology as it relates to unconventional energy and alternative energy resources.

### Unconventional Resources Group

Coalbed Methane  
Gas Hydrates  
Tight Gas Sands  
Shale Gas & Liquids  
Bitumen & Heavy Oil (Oil Sands)  
Oil Shale

### Alternative Resources Group

Coal  
Uranium (Nuclear Minerals and Rare Earth Elements)  
Geothermal Energy  
**Supporting Committees**  
Energy Economics & Technology  
Publications

We are arranged in two groups and two supporting committees:

During the past year, EMD has experienced a downturn in membership of approximately 16.6% of the previous year’s paid membership. Most of the decrease was seen in the student and young professionals (–448, or –8.93%), with a less decline in associate (–197, or –3.92%) and Active (–184, or –3.66%) members. One identified hindrance has been that the EMD website’s home pages have not been updated, although we hope that these revisions will be forthcoming in the new fiscal year. This is a vital part of our division – and is the one doorway that all the technical information on “Unconventional Energy Resources” is made available to the world – (one through the public and one for EMD members only, <http://emd.aapg.org>). Another issue, which has been raised a number of times, is the proposal to change the division name to truly reflect the types of commodities we are dealing with – the unconventional energy and alternative energy resources.

### Achievements

The EMD co-hosted a very successful symposium on oil sands and heavy oil with the Canadian Society of Petroleum Geologists, the AAPG Canada Region and the AAPG (with a net profit to AAPG of approximately \$40,000). Over 300 people attended and participated in this event, which was held October 2014, in Calgary, Canada. The title of the symposium was “Oil Sands & Heavy Oil Symposium: A Local to Global Multidisciplinary Collaboration,” and it covered the whole gamut of world-resource/reserves, reservoir characterization and development, new technologies, environmental

concerns, social licence, and aboriginal liaisons. Representatives of AAPG EMD have attended and participated in URTeC; the Eastern Section AAPG 42nd annual meeting; the Bakken/Three Forks Geoscience Technology Workshop; and the AAPG ICE in Australia and the AAPG ACE in Denver.

EMD is continually looking for new AAPG publications to help sponsor, if needed. Requests for financial assistance can be made to the EMD by sending a letter to the president or vice-president, who will bring it to the EMD EC for consideration. At present, we are not supporting any technical publications on these topics for AAPG.

The Denver ACE was a major success, with large support from EMD. EMD hosted one field trip, one short course and a large number of sessions (both poster and oral) at the convention. Fran Hein, president of EMD, presented the EMD luncheon talk, “Oil Sands: Big Challenges, Big Rewards.” Initial planning is under way for the Calgary ACE in 2016, with EMD co-chair Sharleen Overland assigned to the planning committee.

### The Future

EMD is planning to reach out to all AAPG members and make them aware of our existence through email blasts, website postings, and next year through social media, such as LinkedIn accounts. We hope that by engaging people at all levels and through all media we will continue to grow as a vital division that is building our unconventional energy strategy today and into the future.

**Frances J. Hein, President**